



**Deliverable 11.1  
Communication Tools**

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**Project**

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**Deliverable (11.1)  
(Communication Tools)**

**Document**

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## Document History

Document Information		Chapters affected	Description of change	Author	Document Status
Date	Version				
2019-01-21	V1.0		Draft Version	GMV	Draft

## Document Reviews

The following table gives an overview of all document reviews.

Date	Version reviewed	Remarks, Corrections	Reviewer	New Status
2019-02-27	V1.0	Language Review	Luis Patino	

## **Publishable Executive Summary**

This deliverable of the initial Dissemination Plan (M6) identifies planned needs and interest of stakeholders to plan the dissemination materials.

The document will be amended during the course of the project to reflect new development in the project and the effectiveness of the planned activities. The objective is to achieve and continuously improve the approach for the exploitation and dissemination of results to enhance the project's impact.

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## **1 Introduction**

### ***1.1 Purpose of the Document***

The Dissemination Plan identifies needs and interest of stakeholders and compares it with current dissemination materials.

The objective is to give an overview of the toolset used to best reach all stakeholders.

A plan of dissemination and communication activities is provided in Deliverable (11.3) (Dissemination and Communication Plan)

## **1.2 Document Scope**

### **Vision**

#### **1.2.1 What do we see in the concept of the FOLDOUT?**

It will be essential to formulate a fresh objective for FOLDOUT and its partners. This concerns the concept and the idea of the Border Security and the objectives set by the EU. FOLDOUT is in a position to participate constructively in the consolidation of three pillars of Border Security, which are:

*1. Minimising the threat of illegal cross-border activities*

Working together with international partners enables us to gain insights into current threats as well as to understand regulations for technology supplying companies, Border Authorities and citizens. The aim is to explore, compare and report on the improved security together with FOLDOUT's partners.

*2. Showcasing Europe's leadership in security technologies*

FOLDOUT will improve the technologies available world-wide for making borders more secure.

*3. Creating a European Border Surveillance Technology with growth potential*

In cooperation with FOLDOUT, novel technologies will be explored. This exploration will highlight specific areas where there is a need or an opportunity for technology development and research. Such feedback will provide Europe with important directions for RTDI, anticipate trends and develop a shared view for the progression of secure society and economy based on these findings.

For these reasons and with these aims in mind, FOLDOUT's vision is:

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***A Border Technology to improve detection at the EUs green borders, including the outermost regions.***

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## **2 Mission**

### **2.1 WHY do we communicate?**

FOLDOUT's mission is to expedite the international dimension of Europe's Border Control technologies. It helps to realize and, if necessary, explore security research and innovation opportunities.

### **2.2 How do we communicate?**

Due to the confidential nature of the technologies and the possible misinterpretations of the intentions the messages must be precise.

## **3 Slogan**

### **3.1 WHAT do we communicate?**

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*Though Foliage detection for EU citizens safety.*

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### **3.2 Related H2020 Projects:**

See Deliverable 11.3

### **3.3 Definitions, Acronyms an Abbreviations**

- **EC:** European Commission
- **CA:** Consortium Agreement
- **GA:** Grant Agreement
- **ICT:** Information and communications technology
- **DoA:** Description of Actions
- **SMEs:** Small and Medium-sized Enterprises
- **ROI:** Return on investment
- **WP:** Work package
- **KR:** Key Results
- **EIP:** European Innovation Partnership
- **PoC:** Proof Of Concepts
- **TA:** Target Audience
- **QoL:** Quality of life
- **SW:** Software
- **HW:** Hardware
- **R&D:** Research and Development
- **RTD:** Research and Technological Development

### **3.4 References**



## **4 Target Audience**

The different stages and levels of FOLDOUT dissemination will be targeted at different stakeholders as set out below.

- Policy makers at the European and national level
- Border Authorities
- Academics and graduate students
- Member states and other international audience
- Decision makers in research and higher education
- Research and equality institutions and other end users
- Non-Governmental Organizations
- Journalists – media professionals

## **5 Strategy**

Different channels to disseminate the progress, benefits and outcomes from adopting the FOLDOUT solution within each partner institution.

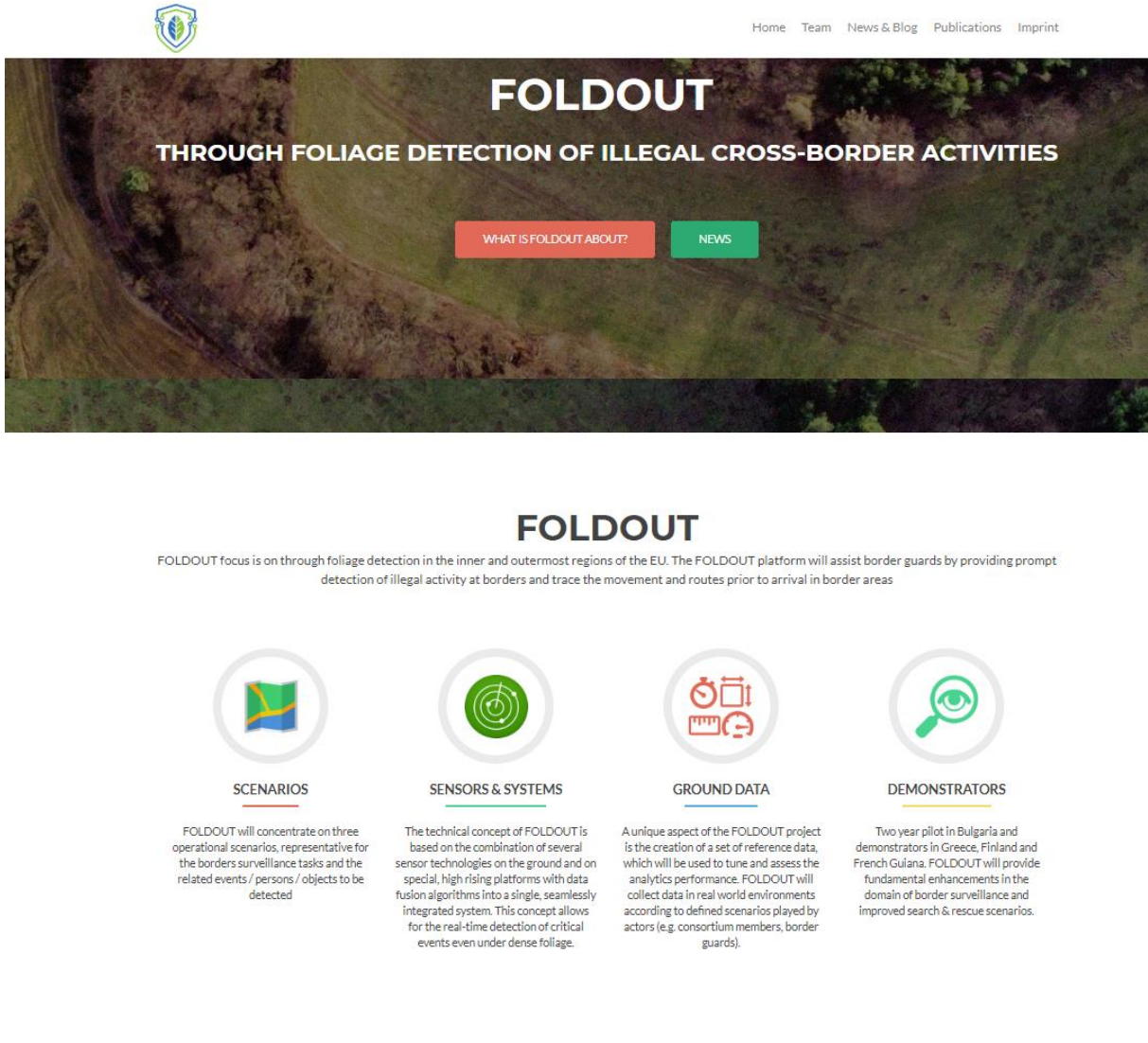
Different methods and mediums will also be used to generate stakeholder buy-in to the development of the FOLDOUT Solutions, and to promote wider application at EU borders.

## 6 Overview of Communication Tools<sup>1</sup>

### 6.1 Website

Description of the action

The FOLDOUT Website went online a few weeks after the Kick-Off Meeting. Each partner will include updated information about the project and links to the central website.



The screenshot shows the FOLDOUT website homepage. At the top left is the FOLDOUT logo. To the right is a navigation menu with links for Home, Team, News & Blog, Publications, and Imprint. The main header features a large aerial photograph of a forest with the text "FOLDOUT THROUGH FOLIAGE DETECTION OF ILLEGAL CROSS-BORDER ACTIVITIES". Below this are two buttons: "WHAT IS FOLDOUT ABOUT?" and "NEWS". The main content area is titled "FOLDOUT" and contains a paragraph: "FOLDOUT focus is on through foliage detection in the inner and outermost regions of the EU. The FOLDOUT platform will assist border guards by providing prompt detection of illegal activity at borders and trace the movement and routes prior to arrival in border areas". Below this are four columns, each with an icon and a title: "SCENARIOS" (map icon), "SENSORS & SYSTEMS" (target icon), "GROUND DATA" (clock and camera icon), and "DEMONSTRATORS" (magnifying glass icon). Each column has a short paragraph of text describing that aspect of the project.

<sup>1</sup> Details on implementation of Communication tools is given in DEL 11.3 Dissemination and Communication Plan

## **6.2 Logo**

### *Description of the action*

The FOLDOUT Logo has been developed:



## **6.3 Social Media**

### *Description of the action*

Social media sites such as YouTube, Vimeo and LinkedIn and Twitter will be used as alternative formats to engage with key stakeholders and the public in effectively spreading the word about FOLDOUT.

## **6.4 Publications and Presentations**

### *Description of the action*

Academic and Research Journals that are peer reviewed will be used to disseminate key information about FOLDOUT to the scientific community. They will also contribute to any new or on-going debate within the areas of research and innovation. A publication working group has been established and will draw up an initial list of journals relevant to project topics.

## **6.5 Conference presentation and Exhibitions**

### *Description of the action*

All partner can propose papers for publication or for presentation at conferences/seminars. Bilateral or consortium papers should be considered where more than one partner has proposed or contributed to a similar topic.

## **6.6 Policy Briefs**

### *Description of the action*

Messages will be tailored to take into consideration the target audience and context of the institution or country in question. How FOLDOUT is linked or can be linked to the current objectives at European and national levels, Linkages to the Horizon 2020 agenda and benefits and needs for a contextualized research and innovation in the security field.

## **6.7 Video**

### *Description of the action*

To give stakeholders and the public an overview of the project, its benefits and pilot sites several short videos will be produced.

## **6.8 Briefings for Border Authorities and National Procurement Agencies**

### *Description of the action*

The FOLDOUT systems primary customers are Border Authorities. Communications to these authorities are the first steps towards exploitation of results. The messages and content must be clear and targeting the needs of the respective agencies and their procurement agencies.

## Security Sensitivity Assessment (SSA template)

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### Security Sensitivity Statement

This form is related to the Security Sensitivity Assessment procedure which will assure that no sensitive information will be included in the publications and deliverables of the FastPass project.

Security sensitive information means here all information in whatever form or mode of transmission that is classified by Council Decision on the security rules for protecting EU classified information (2011/292/EU) and all relevant national laws and regulations. The information can be already classified, or such that it should be classified.

In practice the following criteria is used:

- Information is already classified
- Information may describe shortcomings of existing safety, security or operating systems
- Information is such, that it might be misused.
- Information that can cause harm to
  - o European Union
  - o a Member State
  - o society
  - o industry and companies
  - o third country
  - o citizen or an individual person of a country.

### Publication identification

*Title of the Publication:* Deliverable (11.1) (Communication Tools)

*Authors (Name / Affiliation):* Georg Melzer-Venturi

*Type of the publication:* Deliverable

*If this is a deliverable*

- *To which SP/WP/deliverable this publication is related to:* WP11
- *Dissemination level:* PU

*Else*

- *Which conference?*
- *Where it will be published?*

### Please fill in below:

*This is:*    *pre-assessment*                          *final assessment*   

*List the input material used in the publication/deliverable:*

1. Grant agreement no. 787021

*List the results developed and presented in the publication/deliverable:*

2. Website
3. Logo
4. Video
5. Social Media
6. Academic and Technology Publications
7. Conference presentation and Exhibitions
8. Policy Briefs
9. Briefings for Border Authorities and National Procurement Agencies

The draft publication

is attached to this statement

can be found in link:

**This publication does not include any data or information that could be interpreted as security sensitive.**

- True**
- Not sure**

*If not sure, please specify what are the material / results that you are not sure if they are security sensitive? Why?*

Date: 28/2/2019

Signature of the Responsible Author:

**Comments of the Security Advisory Board**

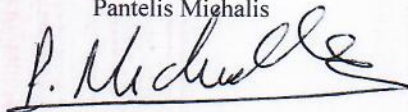
- The publication can be published as it is.
- Before publication the following modifications are needed:  
-

Date: 28/2/2019

On behalf of the Security Advisory Board:

Signature of a member of the Security Advisory Board

Pantelis Michalis



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